

## **Accelerating Re-Employment Committee Meeting**

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September 12, 2006, Traverse City

Participants: Matt Chambers, Mary Thornton, Gene Pierce, Doyle Hayes, Trena Rusher, Lynn Zuellig (phone)

Staff: Martha Welsh, M3

- There was discussion about spreading the word about SOLUTIONS to gain additional signatories. Doyle mentioned that he was working with his area MWA to spread the word through local workforce board members. Mary is working to gain GM's support and has reached out to Bill Peterson to gain support from the UAW. Lynn is doing a presentation to her organization's board in October. Lynn and Matt are working to connect to key health care organizations. Gene is going to focus on educational associations.
- The need to measure SOLUTIONS impact was discussed. Mary noted – and the group agreed- that an initial measure is the number of companies/organizations that sign on.
- A longer term need to measure the impact of SOLUTIONS was discussed. Developing a survey/self assessment that would be conducted in 9 months was proposed. The survey would be keyed to the elements of SOLUTIONS.
- The group would like to have a commemorative event in a year.
- The need to maintain contact with signers was also discussed. A letter needs to be sent to signatories recognizing their adoption of SOLUTIONS and letting them know that there will be additional contact.
- The group would like to have a SOLUTIONS page as part of CLEG's website. This would be used to identify new signers as well as to show success stories.
- Developing a monthly e-mail to signers was discussed. This monthly SOLUTIONS email would be used to show examples of efforts tied to each element. It would be a simple 3-4 paragraph e-mail. Each month might focus on an element, e.g. Innovation and Creativity. Different committee members would take the lead in writing the e-mails.
- The focus of this meeting is the group's next initiative on soft skills- "the ethic of work". The group has already seen the Profiles product as well as Mary's presentation on GM's approach using Lominger. There is a need to discuss approaches and options. Some key questions:
  - a. How does this link to K-12/HS?
  - b. How does this link to MWA's?
  - c. How does this link to post-secondary institutions?
  - d. How does this link to company success?
- The initiative may take the form of the development of a tool-kit and/or standards that are agile and flexible.
- Gene noted that the Career Tech has developed a statewide standard. He will distribute information to the group.
- The next meeting is October 4, 1 pm.